

RJ REYNOLDS

TOBACCO COMPANY

Attn: Shellie

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 10, 1998

 **Fax**

1642 / D. Keeney
1645 / R. Duszynski

SUPERMARKET: DORAL \$1.00 OFF 2/PACKS / PROMOTION #800220

I have placed product orders for your participating Supermarkets to arrive April 13, 1998. Retail distribution is scheduled for April 20, 1998.

1642

SIS #	Name	#/Cases Per Style	\$ Amount	PO #
482000	P & C Food -	14	8,862.65	'Dave'
230800	Golub Corp	5	3,165.23	'Dave'

change to 4/20/98

Ula 4/19/98

1645

SIS #	Name	#/Cases Per Style	\$ Amount	PO #
842166	Tops	6	3,798.28	'Renee'
194970	Finast	3	ROU 1710	'Renee'

*will order
\$1,899.14*

Please obtain necessary PO numbers and advise me or telephone the Order Dept. to add.

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-2-

800220

No displays will be required as on-hand store promotional platforms will be utilized for this promotion. POS Kits (#540881) and Merchandiser Card Kits (#540890) will be shipped to Retail Reps. Therefore, I will need a specific store list for each of your participating chains. Upon receipt of this list, I will order POS / Card Kits to Reps and forward promotional information to the appropriate Reps.

(including Retail Reps)
As information, I have enclosed the Work Plan page showing number of participating stores / displays per store. Please ensure your lists match these numbers.

I will need this list no later than Friday, March 20th. If you need additional information, let me know.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

L. E. MacWilliams

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DORAL Supermarket Promotions - Second Quarter

Region	Chain	# Stores	# DORAL SKUs
1100 Boston	Hannaford Brothers	150	300
1600 Buffalo	1645 Tops	68	136
	1645 Finast	44	88
	1645 Vix	11	22
	1642 Bi-Lo	70	140
	1642 Big Bear	83	166
	1642 Quality	43	86
	1642 P & C	65	130
	1642 Insalaco	29	58
1700 Pittsburgh	Riser Foods	38	76
	Giant Eagle	50	100
	Giant Foods	80	160
	Weis Markets	150	300
1800 Cincinnati	Marsh	85	170
Total NESA		966	1,932
2100 Winston-Salem	Bi-Lo	257	514
	Ingles	198	396
	Food City	66	132
	Lowe's	56	112
	Food Lion	898	1,796
2200 Atlanta	Bruno's	45	90
2900 Richmond	Farm Fresh	36	72
Total SSA		1,558	3,112
5400 S. California	Von's	335	670
5600 Seattle	Albertson's*	0	0
	Safeway-Seattle	176	352
	Safeway-Denver	114	228
	Safeway-Portland	105	210
	Safeway-Phoenix	80	160
5800 Houston	H. E. Butt	230	460
Total WSA		1,040	2,080
6200 Chicago	Fareway	65	130
	Hy-Vee	168	336
6600 Denver	Dillons	66	132
	Dillons-Gerbes	22	44
	Consumer Bogarts	42	84
	Town & Country	45	90
	Ramey's	30	60
	Bakers	19	38
	Sixth Street Markets	12	24
	United Supermarkets	24	48
	Beachlers	6	12
	No Frills	9	18
	B & F Foods	11	22
	Smitty's	8	16
	Woods	8	16
	Super H	11	22
	Bratton Foods	10	20
6700 Detroit	Meijer	57	114
	Sun Mgmt.	14	28
6900 St. Louis	Kroger Nashville	80	160
	Dierbergs	16	32
	Niemann	24	48
	Shop'n Save	32	64
Total MWSA		779	1,558
TOTAL		4,341	8,682
* Albertson's (950 stores) participating in DORAL promotions second quarter - TBD			
Minneapolis Region - Supermarket Chains not participating.			

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rlj001/ccd
1/13/98